

### Creating a Single Online Destination for all things M2M: Sprint Discusses the Evolution of the Embedded M2M Solutions Community

It's easy to market specific solutions that address clearly-defined problems. But if you're a company the size of Sprint, serving an industry as dynamic and partner-centric as the M2M space, then your marketing - and your online presence - needs has to be all-encompassing, with content that spans the entire marketplace and casts as wide a net as possible.

"Most of the people we're trying to reach online aren't looking for an off-the-shelf solution," says Allison Fasching, Sprint's Online Marketing Communications Manager for M2M Initiatives. "They know they have a problem to solve, like tracking a fleet of vehicles, or finding a remote healthcare monitoring system. But the solution they're seeking requires multiple technologies from different companies - and our goal is to make sure that these searches lead to Sprint."

To accomplish its goal, Sprint is working with TMC to host the "[Embedded M2M Solutions Community](#) on TMCnet. "It's one of the most comprehensive sites on the web for M2M content, with industry news, articles by TMC's editors, case studies, webinars, white papers, and video interviews with the industry's leading experts," adds Fasching. "By no means is this limited to Sprint content: we've designed it to highlight the opinions of our partners, and even our competitors - as it's important to know what all of the major players in the industry are doing."

#### Positioning Sprint as the ONE partner for M2M

Created in June, 2011, Sprint's goal was initially to steer the conversation in the M2M industry towards Sprint's partners, who make the wireless solutions that are used in the healthcare; insurance; automotive; digital signage, smart grid and point-of-sale industries. But over time, the site has grown into a single destination for all things M2M. "We're covering all the bases, from technical articles for developers, to video interviews discussing trends with executives and business owners, to content designed for sales and marketing professionals."

For more than a year, Sprint has worked closely with TMC to maintain an editorial calendar of relevant M2M topics. Sprint sets the tone, and TMC produces the content, by interviewing Sprint's executives; their partners; and other thought leaders throughout the industry.

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Creating something of this magnitude doesn't just require content creators – it also takes content curators – who know what information is relevant, and who also know the best way to present it to the reader.

“This is what TMC's best at. To do something of this magnitude, you need a partner like TMC to pull it all together,” adds Fasching.

Sprint relies heavily on the Embedded M2M Community for marketing, for education, and as a means of making its partners more successful. “Our partners love it,” adds Fasching. “They seek visibility, and we do everything we can to allocate Sprint's resources in a way that makes our partners successful. The site gives our partners a place to tell their stories, and share their value-proposition with other companies and prospects in the M2M ecosystem.”

#### **Quantifiable Results – Doubling Sprint's Web Traffic:**

According to Allison Fasching, the amount of traffic on Sprint's website has more than doubled since March, and the traffic continues to increase. “We're seeing our name out there and there's no question where the buzz and all the traffic is coming from. This goes beyond optimizing search engine criteria – it's about augmentation as much as optimization, and we're putting out the content that people are searching for.”

#### **Socializing the Content**

With so much content built up over the last year, Sprint is now working to “socialize” it, and share it with more people, in a more digestible fashion. “We've got so much knowledge and expertise at Sprint - and the site now gives us a vehicle to share our expertise through discussion groups and other channels that foster collaboration throughout the industry,” adds Fasching. “By the end of year we'll have a fully integrated site of engagement, where we're constantly looking forward, discussing problems, M2M-based solutions, and our plans for the future.”

The focus for the Embedded M2M Community will always remain on making it a better resource for the reader. Regardless of the technology or the vertical industry being evaluated, the site has become the single-best spot on the web to find M2M-based solutions and content. “We continue to feature content that's from the viewer's perspective,” concludes Fasching. “It all comes back to our primary goal: when someone has a problem to solve, and they're searching for information on M2M-based wireless technology, eventually they're going to find Sprint online, and much of that can be attributed to the Embedded M2M Solutions Community.”